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## **SYSTEM, METHOD, AND SERVICE FOR DELIVERING ENHANCED MULTIMEDIA CONTENT ON PHYSICAL MEDIA**

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### **ABSTRACT OF THE INVENTION**

Enhanced multimedia content on physical media interacts with the user through a media player and the Internet. Enhanced multimedia utilizes IDs for pieces of content on the media and a media key block. On the enhanced media is a file with a list of URLs. As the enhanced media plays a section requiring a set of keys for decryption, the media player accesses the URL for that section and obtains the decryption key. The decryption key may be purchased or provided for free. Secure encryption and transmission of these keys is accomplished by broadcast encryption using a media key block. Each media has a unique set of keys that allow the media player to process the media key block; however, each media follows a unique path through the media key block. All legitimate media players obtain the media key; circumvention devices cannot decipher the media key block.